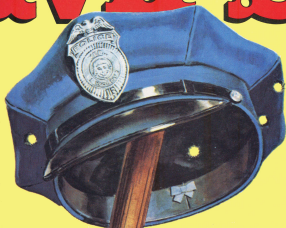


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Norman Ming



IN THIS ISSUE WE BUST...
**"THE NEW
CENTURIONS"**

A MOVING JUNGLE TALE



WRITER: DON EDWING ARTIST: JACK DAVIS



MAD

"More diets begin in clothing stores than in doctors' offices!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *law suits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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LIGHTER
SIDE OF
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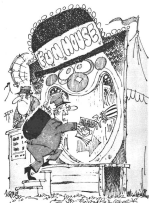
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INTERVIEWS
A LIBERAL
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A MAD
"HEAD SHOP
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WHEN ALL
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MUST GRANT
EQUAL TIME
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PICTURE PUZZLE

Yep, it's a real puzzle to us why this full-color picture of Alfred E. Neuman, MAD's "What-Me Worry" kid—which is suitable for framing (or at most training puppies)—doesn't sell! So why not give us a "piece" of mind! Order now! Send 25¢ for 1, 50¢ for 2, \$1.00 for 3, \$2.00 for 4 or \$4.00 for 8 to: MAD, 485 Madison Avenue, New York, N.Y. 10022



LETTERS DEPT.



ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in Anetevka.

Jane Rosinski
Behesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You raked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psychod-out!

Sarah Mercier
Shreveport, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two "goods" who wrote and illustrated it, Frank Jacobs and Mort Drucker!

Doris Dombi
Coraopolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skip Fischer
Philadelphia, Pa.

VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on me anytime!

Patti Kimmerly
N. Creek, N.Y.

PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOTBALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-eaters?

Bill Rowlands
Ottawa, Ont.
Canada

MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line... right into the rear of my car.

Jennifer Baines
Westfield, N.J.

"CLODUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes me a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampff
Ardsley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge
Grosse Pointe Park, Mich.

Even though Peter Falk is a cuddly, lovable slob of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly *satire*. Since when have you gone into *actual script writing*?

Maryann Damas
East Paterson, N.J.

We appreciate your affectionate machete-job on "COLUMBO". We think your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &
William Link
Producers: "COLUMBO"
Universal City, Calif.

MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. Frinstance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The Godfather Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles *inside* MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel
Pittsburgh, Penna.

CHRISTMAS GREEDINGS

When I saw your "Christmas Greedings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey
Negley, Ohio

MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duff
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino
Bakersfield, Calif.

YOU KNOW YOU'RE REALLY GOT A PROBLEM WHEN . . .

"You Know You're Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha
Trenton, N.J.

"You Know You're Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa
Bronx, N.Y.

DON'T YOU HATE . . . "You Know You're Really . . ." articles?

Cathy Brown
Twin Oaks, Penna.

REALISTIC MODEL CAR KITS

Your "Realistic" MAD Model Car Kits would have been more realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan
Vancouver, B.C.
Canada

"LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross
Hawthorne, Calif.

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- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes On Strong

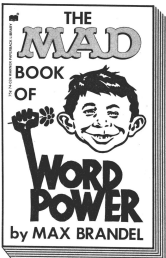
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- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY
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- ☐ Return of MAD Old Movies
- ☐ MAD VERTISING
- ☐ AL JAFFEE's Snappy Answers
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You guys must be the new recruits!

No, we're on our way to a costume party, and we all just happened to decide to dress up as Cops!

No, we're a Bowling Team that just has a "thing" for dark-colored uniforms!

No, we're a Boy Scout Troop suffering from an "identity crisis"!

No, the store down the street just happened to have a great buy on blue serge suits with badges!

Okay, you guys! Knock off the "snappy answers"! Now who knows the names of the five districts in this Precinct...? Who knows the names of THREE of the five districts...? Who can name ONE of the districts...? Who knows the address of THIS Station...? Well, what DO you guys know?!

I know how to short sheet a bed!

I know how to set a pail of water over a door!

I know how to stick a pin into a door-bell so it keeps ringing!

Hmmm! I can see that you guys are gonna be...



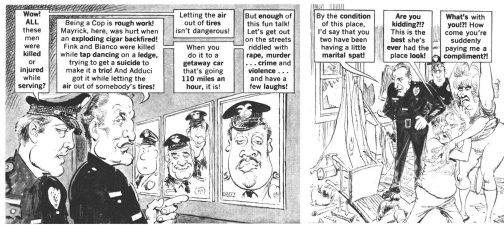
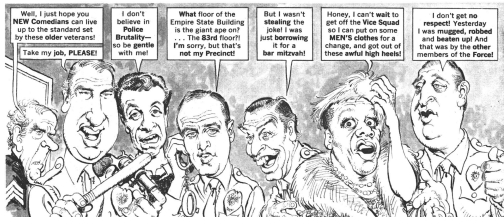


POLICE FARCE DEPT.

THE NEW COMEDIANS

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do! I'm gonna grant you two a divorce! Would you like that?

Yeah!

No!!

I really mean "Yes!" But if I said that I'd be agreeing with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the writer of this ridiculous film, I now pronounce you UN-husband and UN-wife!

But you can't divorce them!

Why not? Last week I married them!

Le'me tell you a little bit of Kilvicesky's Law! If somebody gives you a fist, if he gives 'im a stick! If he gives you a stick, you give 'im a knife! If he gives you a knife, you give 'im a gun!

What if they give YOU a gun!

You give 'em your feet!

How does feet top a gun?

You run like a mother!



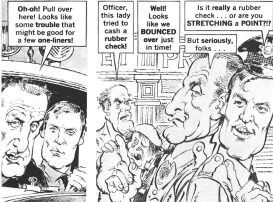
Oh-oh! Pull over here! Looks like some trouble that might be good for a few one-liners!

Officer, this lady tried to cash a rubber check!

Well! Looks like we BOUNCED over just in time!

Is it really a rubber check . . . or are you STRETCHING a POINT?

But seriously, folks . . .



Listen . . . I didn't know it was a bad check! You—you gotta believe me!

I believe you!

You do . . . ?! Then how about YOU cashing it for me?

I just stopped believing! Who gave you this check?

A young Black man, about twenty years old, with an Afro haircut, wearing dungarees, a torn T-shirt and dirty leather sandals!

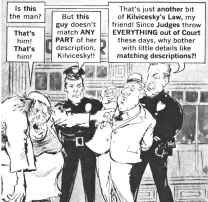


Is this the man?

That's him! That's him!

But this guy doesn't match ANY PART of her description, Kilvicesky!!

That's just another bit of Kilvicesky's Law, my friend! Since Judges throw EVERYTHING out of Court these days, why bother with little details like matching descriptions?!



Bratty stayed up all night so she could have dinner with us when you came home! Aren't you going to say something to her?

Sure! Bratty, because you stayed up way past your bedtime, you can't have ANY dinner!

But, Daddy, I'm hungry—yawn—and I'm tired! Can't I eat dinner and go right to bed?

No . . . you can eat breakfast and go right to school! Unless you want me to arrest you for Truancy!

But seriously, folks—





Boy... the streets are sure filled with a lot of Ladies of the Evening!

Yeah! And there are a lot of Hookers out, too! Let's arrest a bunch of 'em, drive 'em around town, get 'em drunk and then set 'em all free!



Okay, girls! You five! Into the van! Move!

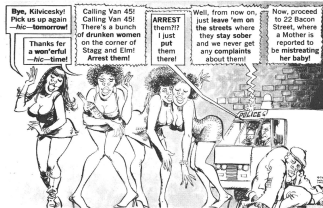
Kilvicesky, you dirty rotten &%%\$#@&%%!!

What are you getting sore about! He's not arresting you!

THAT's what I'm getting sore about! I haven't had the Kilvicesky Treatment in MONTHS! I gotta stay here and work my &%%\$#@&%% off while those dames go for a joy ride around town with FREE BOOZE!!



Okay, they're so drunk they won't cause any trouble! Let 'em out...



Bye, Kilvicesky! Pick us up again -hic-tomorrow!

Thanks for a won'erful -hic-time!

Calling Van 45! Calling Van 45! There's a bunch of drunken women on the corner of Stagg and Elm! Arrest them!

ARREST them?!? I just put them there!

Well, from now on, just leave 'em on the streets where they stay sober and we never get any complaints about them!

Now, proceed to 22 Bacon Street, where a Mother is reported to be mistreating her baby!



We got a call there's a baby being mistreated, and: Say! She's quite a baby herself!

Well, then, why don't WE mistreat HER?!?

Where is the baby, Ma'am? Taking a nap!

Well, then, that baby's under arrest for stealing!



If you touch that baby you'll be sorry!

Why? Haven't you changed his diapers?

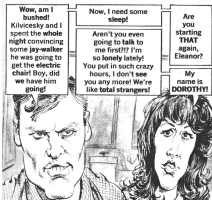
I won't let you take it! I'm gonna hold onto his leg!

Good! Then I'll grab his wing!

And I'll take the white meat!

This is a BABY -not a turkey!

You'll change your mind when you see some more of this movie, lady!



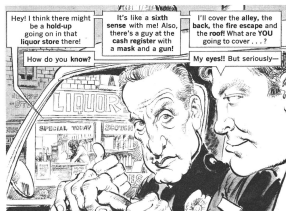
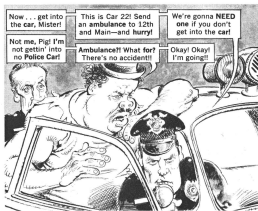
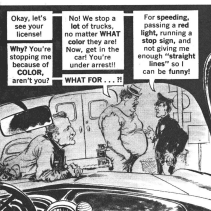
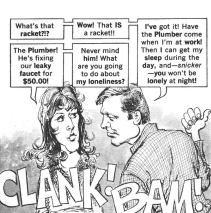
Wow, am I bushed! Kilvicesky and I spent the whole night convincing some jay-walker he was going to get the electric chair! Boy, did we have him going!

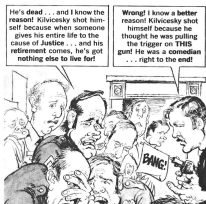
Now, I need some sleep!

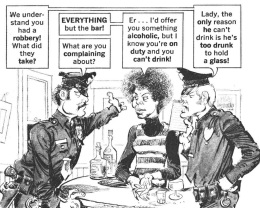
Aren't you even going to talk to me first?!? I'm so lonely lately! You put in such crazy hours, I don't see you any more! We're like total strangers!

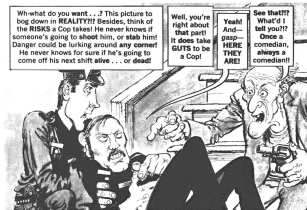
Are you starting THAT again, Eleanor?

My name is DOROTHY!









SCREEN PLAGUES DEPT.

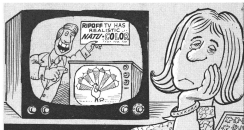
Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

THE MAD TV VIEW



DON'T YOU HATE . . .

. . . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



DON'T YOU HATE . . .

. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.



DON'T YOU HATE . . .

. . . commercials that are had enough when seen once, but which are repeated *ad nauseum* throughout the day.



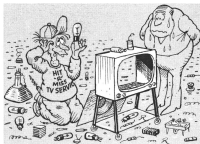
DON'T YOU HATE . . .

. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE . . .

. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfville.



DON'T YOU HATE . . .

. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.



you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE



DON'T YOU HATE . . .

. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.



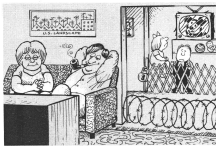
DON'T YOU HATE . . .

. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.



DON'T YOU HATE . . .

. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.



DON'T YOU HATE . . .

. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.



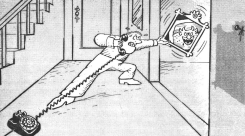
DON'T YOU HATE . . .

. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



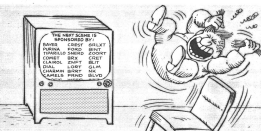
DON'T YOU HATE . . .

. . . self-service tube-testing machines that are about as accurate as a \$2.00 watch.



DON'T YOU HATE...

... getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



DON'T YOU HATE...

... how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



DON'T YOU HATE...

... discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



DON'T YOU HATE...

... the distracting nuisance of TV in public places.



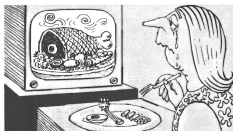
DON'T YOU HATE...

... unexpected company just as you're settling down to watch a program you've waited three weeks to see.



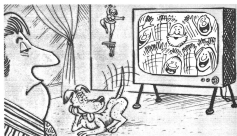
DON'T YOU HATE...

... talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



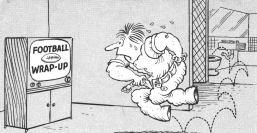
DON'T YOU HATE...

... when they show one commercial after another of luscious, delicious-looking foods ... and you're on a starvation diet.



DON'T YOU HATE...

... people who wave like idiots when they see a TV camera.



DON'T YOU HATE ...

... holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



DON'T YOU HATE ...

... settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



DON'T YOU HATE ...

... that huge building that's suddenly erected right between you and all the TV transmitters.



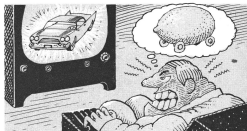
DON'T YOU HATE ...

... meals prepared by Mothers addicted to Daytime TV.



DON'T YOU HATE ...

... having younger children in the family who somehow manage to remove and misplace every knob on the set.



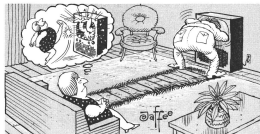
DON'T YOU HATE ...

... watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



DON'T YOU HATE ...

... finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



DON'T YOU HATE ...

... people who are never satisfied with the way a set is tuned.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

REW WAY

Wilfred E.
2 A

My Summer Vacation

I spent ~~two~~ to weeks all summer at my grandpa Effie's on a farm in ~~Conzo Canz~~ Canzus. I saw many pigs there. Sum of the pigs saw me ~~too~~ two. With there tink ears eyes. The big pigs were verry big. Sum little pigs got born wile I was there. They were Litter. My grandpa Effie gos out and feeds the pigs evrry day. I think that is what makes the pigs SMELL LIKE MY grandpa Effie evrry day.

Billy Effie, 6 B

How I spent my Summer Vacation
I spent all summer just hanging around hawking mumps and chicken pox and my cuzen visit me. He is from Gonz Kooz out west wear I visited my grandpa a couple years ago.

My grandpa has a farm ranch there and grows pigs with very small eyes. (on the pigs) I rememember I saw many big pigs and some litter ones there when I visited him. I guess even the litter ones are big now becaus he caws my grandpa feeds them a lot to make them smell. He smells too. (my grandpa)

I spent my summer vacation thinking a lot about that. Espeshly when my chickenpox made me sick and thoe throw up.

Bill Effie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer, I picked pigs as studying them is very scientific.

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand father's farm in Gonz Kooz. Also I got a lot of books out of the library.

Part 2 - Scientific Conclusions
Pigs are a branch of the hog family which althow born small grow to be among our larger agricultural animals of probably 100 pounds or probably more. This is probably due to their being fed daily or oftenner which is probably oftenner than they need to eat which therefor makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifically that pigs are like people in this respect. Also the pigs and my grand father smell a lot alike which makes them alike in another respect which is another scientific conclusion I got from my special work project for extra credit. Also they have norty small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject

matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .



WRITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie
Remedial Sophomore English
Mr. Walgrebe - Period 7

"A TALE OF TWO CITIES"

I found this book to be 527 pages long and as talked about in class, a work of great English literature even though most of it seems to be about France. It is well written and holds the interest of the reader well; especially through the first chapter.

My only criticisms of the authors' writing is the way he never says in the first chapter that the rabble (who were the French country people of their day that started the French revolution by killing all the city people) probably raised many pigs on their farms. I think the book would have made more sense if the author had said this in the first chapter because pigs smell and have to be fed every day which I could have made the rabble act like they did.

Unless the author wrote about it in later chapters, the reader will also would not learn that pigs have very small eyes and stare at you when ~~you stare at them~~ you stare at them.

This could make the rabble bloodthirsty as I learned while doing a lot of outside reading in Kansas a couple of years ago. But the author leaves this important fact out of Chapter 1.

I have no other criticisms of this book as I found all the rest of it to be a work of great literature as we talked about it in class.

INTRODUCTION TO PSYCHOLOGY
FINAL EXAMINATION
SPRING QUARTER
NAME Wilfred Eftie

Discuss the role of childhood trauma in producing neurotic adult reactions to external stimuli.

Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitious.

Wilfred J. Ertie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

**CONTRIBUTORY FACTORS IN THE CLOSING
OF THE AMERICAN FRONTIER**

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1880 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untraveled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

**THE ABSENCE OF RURAL FAUNA AS IT RELATES
TO THE PROLIFERATION OF URBAN DELINQUENCY**

A Thesis Submitted for the Degree of Master of Arts
in Sociology by Wilfred J. Ertie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rural-ity as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = \frac{P \times M}{H}$$

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

**A QUALITATIVE ANALYSIS OF SWINE VISION
AS IT PERTAINS TO HUMAN BEHAVIORAL
RESPONSE IN OSBORNE COUNTY, KANSAS.**

A dissertation based upon primary research
and presented as a qualification for the
degree of Doctor of Philosophy in Abnormal
Zoology by Wilfred Jefferey Ertie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period¹ during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs² comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye³ (as intensified through the pig smell/eyelid blink factor⁴) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles⁵. By the same token, animals in the control group progressed, without exception, from small to large size as they matured⁶, thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors⁷, as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hog-wash", "schweinmund", and, most revealing, "in a pig's eye". This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.

2. 41 Poland Chinas (Chtour Polackow) and one brown one.

3. As computed in cubic centimeters.

4. Ibid.

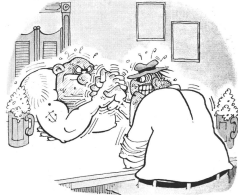
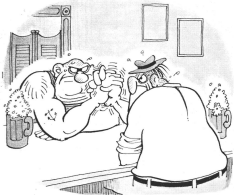
5. Funk & Wagnall's Standard Dictionary, 1939 Edition, pg. 878.

6. Approximately 12 lbs. to much heavier in addition to larger.

7. See above.

8. Greebick, "The Pig in Our Language," privately printed, 1884.

LATE ONE NIGHT IN A WATERFRONT TAVERN



THE LIGHTER SIDE OF...

READ!

Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!



While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!



Boy, the kids in the Dark Ages sure had a good thing!



Somebody told me you're a real weirdo! All you do is read smut and pornography!

Whoever told you that is a big fat liar!



Oh, yeah?! Well, what do you call these magazines... Holy Bibles?

No, I call that smut and pornography!



SEE! THEN YOU DO READ ALL THAT DIRTY STUFF!!

I DO NOT!!



I just look at the pictures!



Let me show you around the house!



This is the Living Room!



... And this is the Dining Room!



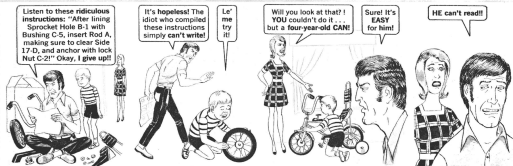
... And this is the LIBRARY!!



NG



ARTIST & WRITER: DAVE BERG



Mark Davids, are you reading Comic Books in class? Give them to me this instant!!

I'm throwing this trash where it belongs ... into the trash basket!!

Wow! That's some collection of Comic Books you've confiscated! What are you going to do with them?

What else?! Bring 'em home to MY kids! Listen, it's cheaper than buying 'em!



Wow! What a library!

Yes! I'm an insatiable reader!

I read at least a book a day! In my lifetime, I've read thousands of books!

Geel! No kidding?!? Then you must have read "Love Is For The Very Young"!!

No, I haven't gotten around to reading that one yet!

WHAT?!? You never read "Love Is For The Very Young"?!?

Then you haven't read ANYTHING!!



Oh, I see you're reading the evening newspaper! What's with the Mayor?

Dead ...

He is?!? Oh, my God! That means the President of the City Council takes over! What's with him?

Dead ...

Oh, no! What's going on?!? Everybody is dropping dead!

Look, this is my unwinding time ...

That's when I read my evening newspaper! And when I'm reading my evening newspaper, as far as I'm concerned ...

EVERYBODY CAN DROP DEAD!!



I had to sign a very important contract today! I read it thoroughly, but I didn't understand it!

So I took it to my Lawyer! He read it, and explained it to me! THEN I signed it!

What did your Lawyer say?

I dunno! I didn't understand my Lawyer either!



Ha-ha! That Frank Jacobs writes such clever poetry!

You've got to read this!

I haven't got my reading glasses!

READING GLASSES?!? You don't need reading glasses!

Sure I do!

Whenever I don't want to read something... I need reading glasses!



Ah, Madame et Monsieur! You seem to be haveeing trou-bull! May I help?

Yes! It's the menu! We can't read it! It's in some sort of foreign language!

Oui Ze menu is en Francals—in Fransh! Zees is—how you say—a very authenticue Fransh restaurant! Here, everyteeing is en Francals!

Great! In that case, I'll pay the bill in authentic French money I've got left over from my European trip!

ARE YOU OUT OF YOUR COTTON PICKIN' MIND?!?



Since my teacher made me come here to the Library, you have no idea what an avid reader I've become!

It's made my life so—so exciting! I take out at least ten books a day!

And it takes so long to check them out!

Then why do you take out so many books at one time?

You didn't see the cute guy checking them out!



Vivian, you've got to come and see this! Our little boy has finally grown up!

It used to be that this son of ours would pick up a newspaper, and the first thing he'd read was the Funnies, then the Sports Page, then the Movie Page!

Now, he picks up a newspaper, and the first thing he reads is the FRONT PAGE!!

Naturally! At MY age, the Front Page is the most important!

It tells who got BUSTED!!



Mrs. McGilla, I'm pleased to report that your daughter was the fastest in her class to pick up reading skills!

I know! I know! And it's so embarrassing!

Embarrassing?! Why is that embarrassing? I should think you'd be proud of your daughter!

It's embarrassing because she reads ALL THE TIME! She reads EVERYTHING SHE SEES! She reads it in a LOUD, CLEAR VOICE so everybody can hear!

Every dirty, filthy word that's scrawled on every wall and sidewalk...



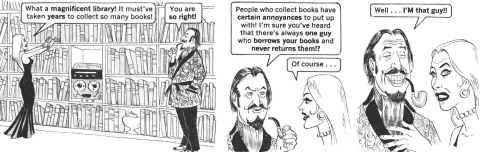
What a magnificent library! It must've taken years to collect so many books!

You are so right!

People who collect books have certain annoyances to put up with! I'm sure you've heard that there's always one guy who borrows your books and never returns them!

Of course...

Well... I'M that guy!!



SHHHHH, Children! Your Father is reading the Stock Market Report, and you know what that means!



YAHOO!!



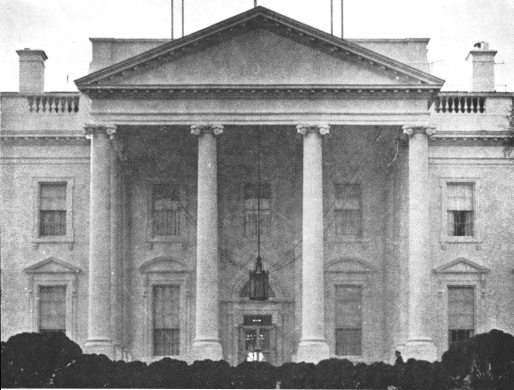
Look at you! When I was a kid, I read all the time! Today, kids NEVER read!!

And it's all because of this one-eyed monster, Television! You'd rather look at this idiot box than read something!

Okay! Okay! If I read something, will you get off my back???

Of course!





...But It's Still The Same Old Gas!

Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



... you're forever being told to line up in alphabetical order ... and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



... no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



... every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...



... by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

Why Does It ALWAYS HAPPEN That...



... when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



... your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



... the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?

HAPPEN THAT..

ARTIST: JACK RICKARD
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...



... Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...



... Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...



... the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...



... your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...



... the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



... some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...



... the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...



... nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...



... the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



... no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



... your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



... the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...



... the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



... the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



... you only get toothaches on Wednesdays when every Dentist's office is closed?

A few issues back (*MAD* #146, to be exact, noseys!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot... as...

MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

Good afternoon, Mr. and Mrs. Heartbleed! I'm William F. Bugeyes from *MAD* Magazine, and I'd like to get your views on some of the problems facing our nation today!

Welcome to New Leftchester, Bill! And please... you'll have to pardon this mess but we're getting ready for a march on Washington!

We're demanding school busing because we feel it's the only way to create racial balance in our Public Schools!

Are your children being bused to school?

No, our kids go to **Private School**! They're picked up by a **service!** But if they did attend public school, we would insist that they be bused! Oh, absolutely!



Do you send your children to Private School so they won't have to associate with Blacks, Mrs. Heartbleed?

That's really far out, even from you, Bill! We send our kids to **Private School** because we are trying to save our Public Schools!

I'm afraid I don't understand!

It's simple! Our Public Schools are terribly overcrowded! Many Liberal families like us are trying to relieve these crowded conditions by sending their children to private institutions!

That's very noble of all you rich Liberals!

I think so too! But you'll soon see that the school our kids go to—"Radical Chic Academy"—is fully integrated! It offers a complete **Black Studies Program**, it was the first Private School to celebrate **Martin Luther King Day**, and it's the only school to close on **Flip Wilson's birthday**!



There DOES seem to be quite a number of Black parents here!

Uh—these aren't exactly parents, Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!



What are your views on the Police, Mr. Hearbleed?

Cops?!? Corrupt, every one of them! Y'know why they harass poor, underprivileged kids instead of going after the big Syndicate guys? I'll tell you! Because they're all on the take, and... HEY! MY CAR IS GONE!!

I just paid THREE GRAND for that new Ferrari, and now some punk kid's gone and stolen it...

Three thousand dollars for a Ferrari?!? A car like that's worth at least TEN thousand!

I know! I got it from a guy I met in a bar! I make it a policy never to ask questions when I'm offered a fantastic deal!

HELP! POLICE! HELP! POLICE! I'VE BEEN ROBBED!!



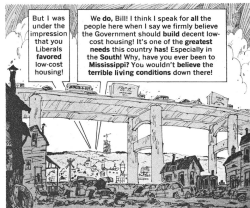
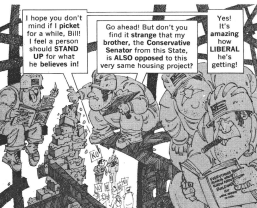
I hope you don't mind if I picket for a while, Bill! I feel a person should STAND UP for what he believes in!

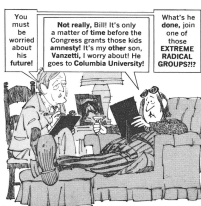
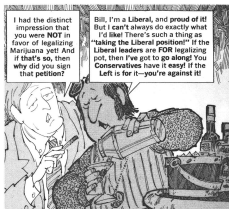
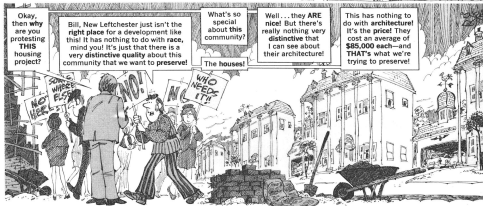
Go ahead! But don't you find it strange that your brother, the Conservative Senator from this State, is ALSO opposed to this very same housing project?

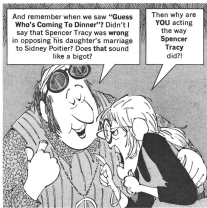
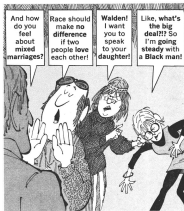
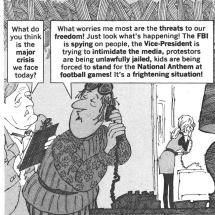
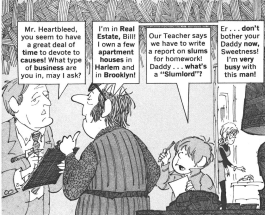
Yes! It's amazing how LIBERAL he's getting!

But I was under the impression that you Liberals favored low-cost housing!

We do, Bill! I think I speak for all the people here when I say we firmly believe the Government should build decent low-cost housing! It's one of the greatest needs this country has! Especially in the South! Why, have you ever been to Mississippi? You wouldn't believe the terrible living conditions down there!









Don't forget we have to attend a dinner tonight, Walden!

What's the occasion . . . ? The "Save Our Wildlife Association" Benefit?

No, silly! I never wear my leopard coat to an ECOLOGY affair!

This dinner is for the Black Panthers! We're going to raise money for somebody's legal defense, or something! I hope you'll ask Mr. Bugeyes to join us . . .

I hope you will, Bill! You'll love the food! They always serve some authentic poverty dish like chitlins so the guest Panthers will feel right at home!

Listen here, you Honkies! I can't waste time talkin' to you Fascist pigs! So let's cut the jive and get down to business! I want bread so my brothers can overthrow this Mother country! And make it quick, 'cause my Caddy's double-parked!



I will donate one hundred dollars!

One hundred??! You puttin' me on, Mr. Charlie?

Okay! Now we are flyin'!

Er—two hundred?!

I'll ALSO pledge two hundred dollars!

Pledge??! I don't take no pledges, Whittier! CASH only!

You did nothing but insult these people! Why did they donate all that money?

Man, that's conscience money! Like, all Liberal cats feel guilty about us Blacks, so the more I zig it to 'em, the guiltier they feel, and the more bread they lay on me, dig? I gotta split now, 'cause I'm due for another gig at Leonard Bernstein's pad! And Man, those arty cats really come across to buy off their fears and guilts!



How do you feel about campus violence?

Bill, we really dig what the youth of today are trying to do! We don't condone blowing up banks or burning colleges, but it does show that kids care and are involved, and that's great! Actually, our only hope for meaningful change is through the VOTE! That's why I'm Chairman of the "Committee To Get The Minorities Out To Register And Vote"!

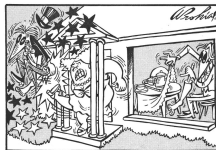
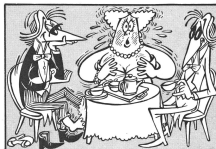
Bill, do you realize that less than 60% of those eligible to vote are registered?!

Off the record, whom did you vote for last election?

Both Party Conventions chose to ignore our choices, so we didn't vote at all!

So you can't blame us Liberals for the miserable shape the country's in!







If you've ever visited Greenwich Village or Haight-Asbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop... one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely

WINTER
1972 - '73

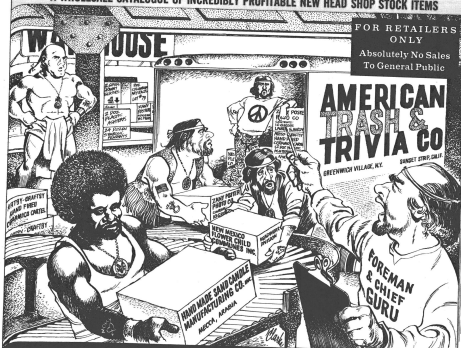


American Trash and Trivia Company's HEAD SHOP SUPPLIES

A WHOLESALE CATALOGUE OF INCREDIBLY PROFITABLE NEW HEAD SHOP STOCK ITEMS

FOR RETAILERS
ONLY

Absolutely No Sales
To General Public



A COMPLETE
SELECTION OF

HEAD
SHOP
TRINKETS

HEALTH
FOOD
ITEMS

SHOP
OWNERS'
SUPPLIES

ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing "jokers" from Kansas and Iowa piled out their "handicrafts" last year? Well, they've swarmed into our shop to stare at the "commies and dope friends." Most of them bought your crummiest crud as mementoes of their visit to "that sinful place."

Even in the off-season, bourgeois idiots from the suburbs who drop in to "go slumming" can't get enough of the "primitive" and "tribe" stuff we make. Don't get caught with your shelves empty this year when the pilgrims show up begging to be plucked. Look over these items in our new winter line and place your order soon.



PRE-COLUMBIAN ARTIFACTS — Crude, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors of primitive art. The items shown here were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

XW30—OVERPRICED PRICELESS CARVINGS \$4.50 dozen



BALL AND CHAIN EARRINGS—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicagoans is no longer known when you wear these will be remembered for a lifetime.

H487—PAINFUL PROTEST EARRINGS \$3.25 dozen

THE THOUGHTS OF CHAIRMAN MAD—Branch out from pure handicrafts with this New Generation best seller. The book contains the thoughts of former Chairman Mao. Frodo Baggins of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice it's the wrong Chairman Mao.

D248—MAO'S LITTLE FADED RED BOOK \$1.15 dozen



HIDDEN MEANING BUMPER STICKERS—We have a large stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outlandish or present slogans that never caught on. Tell your customers that they can't have it all. They can have the stickers and watch them sell like hot cakes.

Z536—"DERMATOLOGY IS EVERYBODY'S BUSINESS" 90¢ gross

Z537—"PROMOTED CHICANO SHROUL SHROUL SHROUL" 75¢ gross

Z538—"IMPACT HARDING" 60¢ gross

Z539—"ANOTHER MOTHER FOR TAIL GATING" 95¢ gross



AUTHENTIC GRANNY GLASSES—Supplied to us by the original designer, these glasses are made from the finest materials in a custom city park. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular accessory. The glasses are sold while limited supply of 30,000 pairs lasts.

CY34—"AS IS" GRANNY GLASSES \$9.00 dozen pairs



HAND FIRED ARTISANS' CERAMIC ASH TRAYS—No danger of fraudulent advertising charges on these since all the artisans who make them are paid directly from the profits of their boss for stupidly leaving two legs off each ash tray. We're selling them as factory rejects. We suggest you sell them for \$5.95.

WM87—FIRE HAZARD ASH TRAYS \$2.00 dozen



PRIORITY FROM THE APES! Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old audio tape into designs of their own choosing. Handmade and given away in the spirit of the summer. These should sell easily at \$75 each.

DG66—ABSTRACT SCULPTURES IN STEEL \$2.50 each



SYMBOLIC PENDANT—We imported 100,000 pieces of this pendant from a factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revolution of a freaked out Thaksin guru. You never your customers will pay \$3.95 to buy.

MS77—MYSTERIOUS FAR EASTERN THING.....\$16.00 gross



CABBAGE SMELL INCENSE—Palm this junk. One of our customers is a nostalgia item collector. He has a collection of old, worn-out, 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

SW39—STINKING THIRTIES INCENSE.....95¢ dozen boxes



SOMEWAT LEATHERLIKE SANDALS—You'll be as proud as a peacock in these sandals. Genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that sure back at you.

WW54—FISHY SANDALS.....large carp fits most adult feet).....60¢ pair



RECORD COLLECTING FREAKS are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new stereo LP's and 78 RPM singles. Grating, tinny sound helps them pass for real antiques. Price these at \$10 and make a quick \$9.50 profit.

WQ76—INFANT GURGLING OF THE YOUNGEST OSMOND.....\$6.00 dozen

WQ87—BROTHERLY TONES OF \$4.00 dozen

WQ88—MOM'S MABLEY SUITE......\$4.00 dozen



MAKE-YOUR-OWN JEWELRY KIT—Each set contains enough unpolished gemstones, and plated metal brackets to make a dozen kits. This is a basic lapidary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit mark-up.

JU76—GEMSTONE AND EARRING BRACKET JEWELRY KITS \$3.00 dozen

JU77—EXTRA EARRING BRACKETS.....50¢ per thousand (1" Size)



AUTHENTIC HIMALAYAN FLAGEOLET—Basically the same bamboo whistle we offered last season as our Basque shepherd's flute. The holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what this problem is.

SF25—AUTHENTIC HIMALAYAN FLAGEOLET.....\$3.25 dozen



MASOCHISTIC GIRLS will really dig these cologne bottles. All were accidentally made several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as hand-painted Narsis dog collars.

PD77—HEADBANDS.....\$4.00 dozen (Specify size: Small, smaller or smallest)



UNIQUE 576 POUND CANDLE—Accidentally created when the entire stock of a large candle was melted down. The candle has the last summer's heat wave. Unintentional psychedelic coloring. If wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

PF37—PSYCHEDELIC WAX LUMP.....\$75.00 (F.O.B. Phoenix)

HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food stores provide a big source of repeat business.

Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.



"MODERN PROCESSING STRAINS NATURE'S SAND OUT OF SPINACH!" Shock your health, fanatic customers with that scary statement, and watch them scramble to put "organic" and "natural" on their spinach. Based on Spinach sand. Requires no refrigeration. Guaranteed not to spoil.

FD39—PACKAGED SPINACH SAND 60¢ gross
FD40—BULK SPINACH SAND \$40.00
 (5 ton truckload)



TRADITIONAL BEDOUIN SESAME WAFERS—Family, brought cheap. But who can recognize an authentic Bedouin wafer, except maybe a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably not poisonous, except for the red and blue ones.

WT59—CRUNCHY, SOMEWHAT NUTRITIOUS WAFERS \$1.75 dozen boxes

NEWLY DISCOVERED VITAMIN B-24! This is what was unexpectedly left over after our chemists ex-
 plored of peanut plants. We earned the name a Vit-
 amin B-24, chiefly because it's priced twice as high
 as our Vitamin B-12. Order plenty of this as it's a
 whole new thing for health nuts to fear they're deli-
 cious!

DD10—VITAMIN B-24 IN DRY, BUSHT FORM 50¢ per quart jar



STONE GROUND RAGWEED FLOUR BREAD—The nutritional value of this new item remains unde-
 mined. At the ingredients list, they have provided
 the following: Ragweed, wheat, and stone. Ragweed
 give their crops away. Best of all, unsold stock can
 be kept on shelves for weeks, as fresh and stale
 ragweed bread taste about the same.

CH29—RAGWEED BREAD \$1.10 dozen
 (JUMBO SANDWICH LOAF)



**POWDERED CALCIUM ENRICHED WITH VI-
 TAMIN**—To build that health freaks gild lots of
 the fancy price they'll pay for this enriched
 brand made from dead animal skulls that
 have been soaking up the healthful desert
 sun for years. Guaranteed to please customers,
 mention the sun and skip the dead animals.

**GJ39—"30-COW TEAM"
 POWDERED CALCIUM** \$1.75 dozen boxes

**HELP YOUR CUSTOMERS GAIN NEW-FOUND
 ENERGY** with fast acting 100% pure Pick-Me-
 Up tablets. Just one or two gulped quickly
 will give them the energy to get on with their
 day. These tablets contain no drugs or artificial in-
 gredients—just wholesome black pepper,
 ground garlic, chili powder and dried tobacco.

**QP39—PICK-ME-UP ENERGY
 TABLETS (Bottle of 100)** \$2.25 dozen

SEA SALT—Luckily for you, our firm has
 staked salvage rights to a ship loaded with
 sea salt. The salt was salvaged in 1927. Carpo was
 just cheap table salt then, but we're calling it
 enriched sea salt now. Somewhat lumpy after
 years of constant moisture, but should still
 retail at \$2 a pound as a vital natural food item.

SD39—JUNKEN SEA SALT \$3.75 per 50 lb. blob



HEAD SHOP OWNERS' SUPPLIES

Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crud you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.



ENGLISH-HIP DICTIONARY — Stop alienating your weirdo clientele by speaking English or some other obscure language they can't understand. New dictionary enables you to start mumbling conversational Hip within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "The word is..."



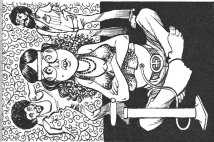
Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!

WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS with a personalized Fit-Out Erogen sweat shirt. All slogans seem viciously anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.	
\$521 — "ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT	\$1.29 each
\$522 — "AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT	\$1.32 each
\$523 — "BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT	Two for \$2.61



"WRONG GUARD" ODORANT—Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid gym socks that makes you feel safe all day.

LL-20—"WRONG GUARD" ODORANT
(Family Size) \$4.50 per six-pack



GO ON VACATION WITHOUT SPOILING YOUR IMAGE! Patrons may withdraw business quickly if they learn you're using shoe profits to vacation in such bourgeois spots as Cape Cod or Disneyland. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular alibis.

American Trash & Trivia Co.

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

Dear Old Buddies:—

Wow! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

[illegible]

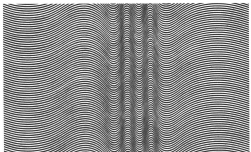
So my customers won't wise up, have my order delivered (CHECK ONE):

☐ In alley out back ☐ In the middle of the night ☐ In a plain, unmarked brown truck

Age	102	104	106	108	110	112	114	116	118	120	122	124	126	128	130	132	134	136	138	140	142	144	146	148	150	152	154	156	158	160	162	164	166	168	170	172	174	176	178	180	182	184	186	188	190	192	194	196	198	200	202	204	206	208	210	212	214	216	218	220	222	224	226	228	230	232	234	236	238	240	242	244	246	248	250	252	254	256	258	260	262	264	266	268	270	272	274	276	278	280	282	284	286	288	290	292	294	296	298	300	302	304	306	308	310	312	314	316	318	320	322	324	326	328	330	332	334	336	338	340	342	344	346	348	350	352	354	356	358	360	362	364	366	368	370	372	374	376	378	380	382	384	386	388	390	392	394	396	398	400	402	404	406	408	410	412	414	416	418	420	422	424	426	428	430	432	434	436	438	440	442	444	446	448	450	452	454	456	458	460	462	464	466	468	470	472	474	476	478	480	482	484	486	488	490	492	494	496	498	500	502	504	506	508	510	512	514	516	518	520	522	524	526	528	530	532	534	536	538	540	542	544	546	548	550	552	554	556	558	560	562	564	566	568	570	572	574	576	578	580	582	584	586	588	590	592	594	596	598	600	602	604	606	608	610	612	614	616	618	620	622	624	626	628	630	632	634	636	638	640	642	644	646	648	650	652	654	656	658	660	662	664	666	668	670	672	674	676	678	680	682	684	686	688	690	692	694	696	698	700	702	704	706	708	710	712	714	716	718	720	722	724	726	728	730	732	734	736	738	740	742	744	746	748	750	752	754	756	758	760	762	764	766	768	770	772	774	776	778	780	782	784	786	788	790	792	794	796	798	800	802	804	806	808	810	812	814	816	818	820	822	824	826	828	830	832	834	836	838	840	842	844	846	848	850	852	854	856	858	860	862	864	866	868	870	872	874	876	878	880	882	884	886	888	890	892	894	896	898	900	902	904	906	908	910	912	914	916	918	920	922	924	926	928	930	932	934	936	938	940	942	944	946	948	950	952	954	956	958	960	962	964	966	968	970	972	974	976	978	980	982	984	986	988	990	992	994	996	998	1000
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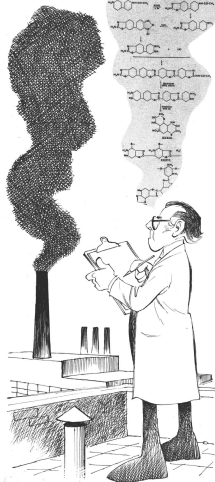


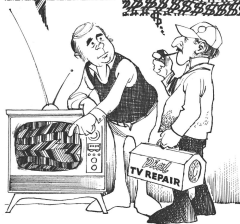
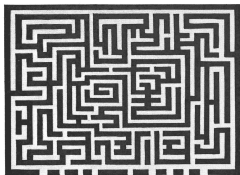
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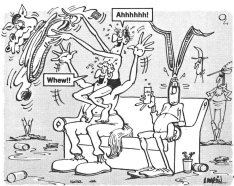
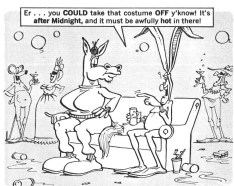
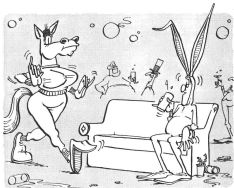
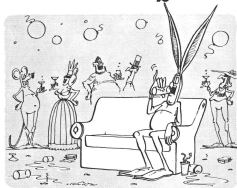
OF SPEECH

ARTIST: BOB CLARKE
IDEA BY MAX BRANDEL





ONE EVENING AT A MASQUERADE PARTY



THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN ALL OF T

In Demanding Equal Time To Answer...

GENERAL HOSPITAL



Oh, what a lovely view! But why did you have me moved here to the Kings' And Presidents' Suite, Dr. Hardy?

So you'll be close to all this new, modern equipment when we finally discover which machine will cure your incurable illness! Now, relax! I have the entire hospital staff working 24 hours a day on your case!

How can I ever repay you for experimenting day and night until you found that moving all my internal organs around would cure me?

Gratitude is unnecessary! Now take these 2 aspirin and your incision will be fully healed by morning!

Then do I get to go home?

No! Then we get married! I've fallen madly in love with you and your case, Miss Detweiler!

The American Medical Victim's Association Presents GENERALLY INEFFICIENT HOSPITAL

Wait! I'm paying \$97.00 a day for a Private Room!

This is it! Around here, "Private" just means that the Nurses never come when you ring for them!

So cool it now! We'll be taking you down soon for complete X-Rays!

But I'm only here for a Nose Job! Why complete X-Rays?

So the Surgeon can get his full \$500.00 split of the X-Ray FEE, Dummy!

Okay, Number 23947! I'll take out your tonsils right after I finish a fast 18 holes!

I don't have any tonsils, Doctor! My case is a Nose Job!

Sorry! I can't hear you! Don't worry! I have all the vital data right here on your chart!

But that's somebody else's chart! I'm Number 23948!!

Thanks! Nice to meet you, too! Bye-bye!



called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

V MUST GRANT EQUAL TIME



ARTIST: ANGELO TORRES

WRITER: TOM KOCH



There goes another example of my brilliant *Nose Job technique!* Hmmm! Strange for a woman with perfect features to want that operation! Of course, it's strange for a woman to be named Henry Finblatt, too!

This guy's ID bracelet says HE's Henry Finblatt! You don't suppose . . .

Nahhhhhhh! It's just a coincidence! I once had three John Smiths in the same month!

Mrs. Finblatt, why would your husband complain of bad tonsils when we've just discovered he doesn't have any?

Tonsils?!? Henry come here for a Nose Job!

Oh, you're THAT Finblatt! Well, then, I can assure you that your wife is doing fine!

Just one more of modern medicine's miracles here at Generally Inefficient Hospital!



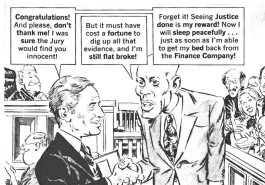
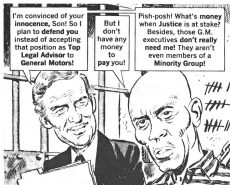
In Demanding Equal Time To Answer ... THE BRADY BUNCH



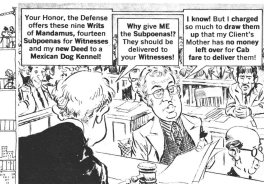
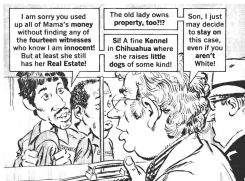
The Committee For Zero Population Growth Presents MY THREE INSUFFERABLE MOPPETS



In Demanding Equal Time To Answer ... OWEN MARSHALL, COUNSELOR AT LAW

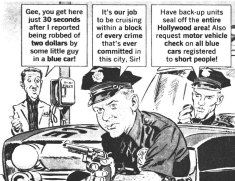


The Alliance of Wrongly Convicted Prisoners Presents OWEN BIGFEE, COUNSELOR AT LAW



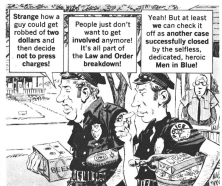
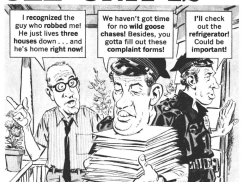
In Demanding Equal Time To Answer...

ADAM 12



The Beleagued League Of Crime Victims Presents

SLOVENLY FUZZ-UNIT 12



**WHOSE LIFE
WOULD BE
SERIOUSLY
ENDANGERED
IF POT WERE
LEGALIZED?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B)

FOLD BACK SO "A" MEETS "B"



**THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY
BOOB TO MANY. BUT OTHERS WOULD PENALIZE
BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS**

ARTIST & WRITER:
AL JAFFEE

A)

B)



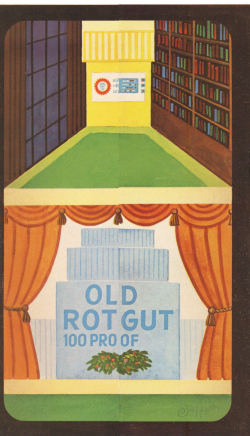
ANOTHER
MAD
MINI-
POSTER

**WHOSE LIFE
WOULD BE
SERIOUSLY
ENDANGERED
IF POT WERE
LEGALIZED?**



FOLD PAGE OVER LIKE THIS!

AMB FOLD BACK SO "A" MEETS "B"



**THE MIGHTY
BOOZE
BUSINESS**

ARTIST & WRITER:
AL JAFFEE

AMB